Demystifying Certification for Health Care Case Management

Jane Harkey, RN-BC, MSW, CCM
Chair, Commission for Case Manager Certification

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First Rehabilitation Resources, Inc.
Agenda

• Welcome

• Learning Objectives

• NASW-CCMC Collaborative: Lisa Yagoda, MSW, LICSW

• Our Presenters:
  • Jane Harkey, RN-BC, MSW, CCM
  • Veronica Brothers, MSW, LGSW, RN, BSN, CCM

• Question and Answer Session
• There is no call-in number for today’s event. Audio is by streaming only. Please use your computer speakers, or you may prefer to use headphones. There is a troubleshooting guide in the tab to the left of your screen. Please refresh your screen if slides don’t appear to advance.

• Please use the “chat” feature below the slides to ask questions throughout the presentations. We will pose questions after the presentation and will address as many as time permits.

• A recording of today’s session will be posted within one week to the Commission’s website, www.ccmcertification.org

• One continuing education credit is available for today’s webinar only to those who registered in advance and are participating today.
After the webinar, participants will be able to:

1. Describe popular myths around board certification for case management in the health care environment; and

2. Discuss the evidence pointing to a positive career pathway for social workers in health care-based case management, including employer recognition, rewards and advancement.
- Webinars
- Certification Workshops
- Issue Briefs
- Speaker’s Bureau

www.ccmcertification.org
About the NASW-CCMC Collaborative

Lisa Yagoda, MSW, LICSW
Senior Practice Associate
National Association of Social Workers
The largest membership organization of professional social workers in the world

- 132,000 members
- Oldest, largest organization granting social work credentials
- Credentialing social work professions for more than 50 years
The need for Case Managers is predicted to grow. 22% Job Growth 2012-2022

Meet the needs of the evolving professional social work landscape

More employers now require professional certification
NASW Case Management Credentials

- **C-SWCM** (BSW Level)
  Certified Social Work Case Manager

- **C-ASWCM** (MSW Level)
  Certified Advanced Social Work Case Manager
NASW and CCM (2 for 1)

Apply for NASW’s Case Management Credential:

- Once approved = eligible to sit for the CCM exam
- **No** additional cost
For More Information

NASW Credentialing Center

Credentialing.nasw@socialworkers.org
800-638-8799 ext. 447
202-408-8600 ext. 447
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What are the myths?

- Health care CMs are nurses.
- You have to be a licensed RN or MSW.
- You need formal supervision by a certified case manager.
- Certification is really expensive.
- You have to renew certification every year.
- It's an entry-level job.
- It’s not for experienced social workers.
Myth: Health care case managers are nurses

- Public health social workers were among the first case managers.
- In the early 1970s, Medicaid and Medicare case management demonstration projects usually used social workers to coordinate and facilitate care.
- Social workers have *always* been eligible to sit for the CCM exam.
- Although most (89%) CCMs are registered nurses, that’s changing: 6% are social workers, and that’s trending upward.
Today’s Board-Certified Case Manager

- 90% say their organization evaluates and measures care coordination
- 68% have 9+ years in case management
- 96% women
- 32% work in accountable care settings
- Professional background:
  - 89% RN
  - 6% social worker
  - 4% workers’ compensation
- 67% have specialty training
- 25% supervise others
- 25% have advanced degrees

SOURCE: HEALTH2 RESOURCES AND CCMC, PROFESSIONAL AND DEMOGRAPHIC CHARACTERISTICS OF CCMs, SEPTEMBER 2015

CMCoordinates™
Myth: You have to be a licensed RN or MSW

- Licensure is merely one path to certification. The other is education. It’s **either**
  - A current, active and unrestricted licensure or certification in a health or human services discipline. Examples include RN, LCSW, LMSW, LPC, CRC and CDMS.

OR

- A **baccalaureate** or **graduate degree** in social work, nursing or another health or human services field that promotes the physical, psychosocial and/or vocational well-being of the persons being served.
Myth: The CCM requires formal supervision by a certified case manager.

- There are different paths to demonstrate experience.
  - 12 months’ full-time case management employment experience in the last five years, supervised by a board-certified case manager. OR
  - 24 months’ full-time case management employment experience in the last five years. No supervision by a CCM required, just attestation by your employer. OR
  - 12 months’ full-time case management employment experience as a supervisor of case managers in the last five years. Supervision by a CCM is not required under this category.
Myth: It’s really expensive to get certified.

- The application fee is $160, and the exam is $185.
  - That’s $345. *Amortized over 5 years—$69 a year.*

- The renewal fee through continuing education is $199—less than $40 a year.

- Among board-certified case managers, a majority of employers pay for certification.

- The CCM exam fee is reimbursable under the GI Bill—so veterans and their families are eligible to take the exam and get reimbursed.
A majority of employers require and pay for board certification.

SOURCE: HEALTH2 RESOURCES AND CCMC, PROFESSIONAL AND DEMOGRAPHIC CHARACTERISTICS OF CCMs, SEPTEMBER 2015
N=2994
Myth: Case management is an entry-level job.

Not at all. It’s a well-paid, senior level job.

And challenging.

- 67% of CCMs have 9+ years in case management
- 25% supervise others
- 25% have advanced degrees
- 67% have specialty training
Myth: Case management is an entry-level job.

Compensation reflects the value to organizations.

- Median salaries are up. The median salary is now in the range of $75,000-$80,000 per year.
- 40% of board-certified case managers reported salaries above $80,000
- Half of those in executive positions reported earning more than $100,000.
Salaries point to strength of board certified case manager career path

Median annual salary by position

- **Management**: $85K–$90K
- **Consultant**: $75K–$80K
- **Staff**: $75K–$80K
- **Educator**: $70K–$75K

Median annual salary by specialty training

- **Executive**: > $100K
- **Catastrophic Care**: $80K–$85K
- **Workers’ Comp**: $75K–$80K
- **Rehab**: $75K–$80K
- **Home health/Hospice**: $70K–$75K

50% earn $100,000+

SOURCE: HEALTH2 RESOURCES AND CCMC, PROFESSIONAL AND DEMOGRAPHIC CHARACTERISTICS OF CCMs, SEPTEMBER 2015
Myth: It's not for experienced social workers.

- Case management as a term is not always well defined.
- Board-certified case managers, on the other hand, follow a well-defined and widely-understood pathway to earn the CCM:
  - CCM is the oldest, largest, most widely recognized case management credential.
  - It is cross-cutting, applicable across many settings
  - Employers look for CCM when making hiring decisions.
Myth: It's not for experienced social workers.

- Why is the CCM meaningful to employers and colleagues across the health care industry?
  - CCMC is **independently accredited by NCCA**.
  - The CCM is **independent** of any membership organization. You’re not “joining up” to get certified; you’re demonstrating competency.
  - **Exam content** is based on ongoing, nationwide validation research.
Myth: It's not for experienced social workers.

40.2% of employers require the CCM

Increasing need (health care reform factors)

Increasing desire for a proxy to identify case management competency
If anyone could do it, we wouldn’t be here

- There is a true need for more well-qualified case manager to meet the growing need in the marketplace.

- Among the factors driving the current shortage:
  - More people with insurance;
  - Older and sicker population;
  - Shrinking primary care capacity--both in terms of shortages and maldistribution; and
  - An aging case management workforce.
Question and Answer Session

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Thank you!

- Please fill out the survey after today’s session.
- Those who signed up for continuing education will receive an evaluation from the Commission.
- A recording of today’s webinar and slides will be available in one week at http://ccmcertification.org